

## CLAIMS

What is claimed is:

1. An advertisement system adapted to be placed along a passenger loading apparatus, the advertisement system comprising at least one display adapted to be  
5 displayed on at least one interior surface of the passenger loading apparatus such that the display is in view of a passenger passing therethrough.
2. The advertisement system of claim 1 wherein said at least one display is selected from the group consisting of a panel, sticker, LCD screen, a television monitor, wall pocket, and combinations thereof.
- 10 3. The advertisement system of claim 1 further comprising a plurality of displays.
4. The advertisement system of claim 1 wherein said at least one display is on at least two surfaces of the passenger loading apparatus.
5. The advertisement system of claim 4 wherein said at least two surfaces includes a ceiling and wall and wherein said at least one display covers at least a portion of the  
15 ceiling and wall of the passenger loading apparatus.
6. The advertisement system of claim 1 further comprising a speaker positioned within the passenger loading apparatus.
7. A display system adapted to be placed along a passenger loading apparatus, the display system comprising at least two displays corresponding to a common theme  
20 adapted to be displayed on at least two interior surfaces of a passenger loading apparatus.

8. The display system of claim 7 wherein each of said at least two displays is selected from the group consisting of a panel, sticker, LCD screen, a television monitor, wall pocket, and combinations thereof.

9. The display system of claim 7 wherein said at least two surfaces includes a ceiling and wall and wherein said at least two displays covers at least a portion of the ceiling and wall of the passenger loading apparatus.

10. The display system of claim 7 wherein said at least two displays substantially cover the entire surface of said at least two interior surfaces of the passenger loading apparatus.

10 11. A passenger loading apparatus comprising:

a passenger loading apparatus having a surface of a wall visible to a passenger passing therethrough; and

a display affixed to the surface of the wall, wherein said display is visible to a passenger passing therethrough.

12. The passenger loading apparatus of claim 11 wherein said display is selected from the group consisting of a panel, sticker, LCD screen, a television monitor, wall pocket, and combinations thereof.

13. The passenger loading apparatus of claim 11 wherein said display is a sticker and said surface includes a wall and wherein said display sticker substantially covers the wall.

14. The passenger loading apparatus of claim 11 wherein said passenger loading apparatus includes a ceiling, floor, and walls, and wherein said passenger loading apparatus further comprises plurality of display stickers positioned on said walls.
15. The passenger loading apparatus of claim 13 wherein said plurality of display stickers combine to form a common theme.
- 5

1052573.012302